

REP HEADLINE# 6365126 TRF# 497730
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 17.20
CHANGES ** WFSB-TV ***

ADV # _____ ADV. NAME POLI/L MCMAHON/R/SEN/CT _____
AGY # _____ AGY. NAME MENTZER MEDIA SERVICES, INC. _____
600 FAIRMOUNT AVENUE, SUITE 306 _____
TOWSON, MD 21286 _____

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME ANNE BRAUNSCHEIDEL _____
SALES PRSN WA- HEATHER UTTLEY (H) _____

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

| | | |
|--|--|--|
| Contract / Revision 497730 / | | Alt Order # 06365126 |
| Product LINDA MCMAHON 4 SENA | | |
| Contract Dates 10/07/12 - 10/12/12 | | Estimate # 1463 |
| Advertiser McMahon for Senate | | Original Date / Revision 10/11/12 / 10/11/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WFSB | Account Executive Heather Uttley | Sales Office HRP-WASHING |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# 1021 | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | WFSB | 10/07/12 | 10/07/12 | M-SU Delayed News | Delayed News | | :30 | | | NM | 1 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----1 | | | | 1 | \$1,900.00 | | | |
| 2 | WFSB | 10/08/12 | 10/12/12 | CBS: THE EARLY SHOW | 7am - 9am | | :30 | | | NM | 4 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MT-TF-- | | | | 4 | \$275.00 | | | |
| 3 | WFSB | 10/08/12 | 10/12/12 | 4p-5p Dr. Oz | 4pm-5pm | | :30 | | | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | 5 | \$350.00 | | | |
| 4 | WFSB | 10/09/12 | 10/11/12 | Eyewitness News | 5:30pm - 6pm | | :30 | | | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWT--- | | | | 3 | \$1,800.00 | | | |
| 5 | WFSB | 10/08/12 | 10/12/12 | Inside Edition | 7pm - 7:30pm | | :30 | | | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTW-F-- | | | | 4 | \$650.00 | | | |
| 6 | WFSB | 10/09/12 | 10/11/12 | Eyewitness News | 11PM - 11:35PM | | :30 | | | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T-T--- | | | | 2 | \$700.00 | | | |
| 7 | WFSB | 10/08/12 | 10/08/12 | Hawaii 5-0 | 10pm - 11pm | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 1----- | | | | 1 | \$1,800.00 | | | |
| 8 | WFSB | 10/09/12 | 10/09/12 | NCIS | 8pm-9pm | | :30 | | | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1----- | | | | 1 | \$7,000.00 | | | |
| 9 | WFSB | 10/09/12 | 10/09/12 | NCIS: LA | 9pm - 10pm | | :30 | | | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1----- | | | | 1 | \$7,000.00 | | | |
| 10 | WFSB | 10/09/12 | 10/09/12 | VEGAS | 10pm - 11pm | | :30 | | | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1----- | | | | 1 | \$1,600.00 | | | |
| 11 | WFSB | 10/10/12 | 10/10/12 | Criminal Minds | 9pm - 10pm | | :30 | | | NM | 1 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 497730 / | 06365126 |

| Contract Dates | Product | Estimate # |
|---------------------|--------------------|------------|
| 10/07/12 - 10/12/12 | LINDA MCMAHON 4 SE | 1463 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| McMahon for Senate | 10/11/12 / 10/11/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|----------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | | 1 | \$2,200.00 | | | |
| N 12 | WFSB | 10/11/12 | 10/11/12 | Vice Pres Debate | 9pm-11pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WFSB | 10/08/12-10/14/12 | Vice Pres Debate | 9pm-11pm | ----Th---- | :30 | | \$3,000.00 | NM | | |
| Credited | | | | | | | | | | | | |
| N 13 | WFSB | 10/12/12 | 10/12/12 | CSI: NY | 8pm - 9pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----1-- | | | | 1 | \$1,200.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WFSB | 10/08/12-10/14/12 | CSI: NY | 8pm - 9pm | -----F---- | :30 | | \$1,200.00 | NM | | |
| Credited | | | | | | | | | | | | |
| 14 | WFSB | 10/12/12 | 10/12/12 | Blue Bloods | 10pm - 11pm | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----1-- | | | | 1 | \$2,000.00 | | | |
| 15 | WFSB | 10/10/12 | 10/12/12 | Eyewitness News | 11PM - 11:35PM | | :30 | | | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W-F-- | | | | 1 | \$700.00 | | | |
| Totals | | | | | | | | | | | 26 | \$36,450.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/12/12 | 26 | \$36,450.00 | \$30,982.50 |
| Totals | 26 | \$36,450.00 | \$30,982.50 |

Signature: _____ Date: _____

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